

TXCPA

VISUAL IDENTITY GUIDELINES DECEMBER 2018

Introduction	2	Chapter Logos	10	Photography	17
Brand Platform	3	Chapter Logo Colors	11	Graphic Elements	18
Key Messages	4	Optional Chapter Colors	12	Language Style Guide	19-21
Visual Identity	5	Social Media Avatars	13	Contact	22
Our Logo	6	Visual Identity Elements	14		
Applying the Logo	7-8	Color Formulas	15		
Improper Logo Usage	9	Typography	16		



INTRODUCTION

The Texas Society of CPAs (TXCPA) is a professional society representing Texas CPAs and finance professionals in public practice, business and industry, government and education fields, and future CPAs.

The organization was created in 1915 with 16 founding members, and today has more than 28,000 members across 20 local chapters and is one of the largest memberships of any state CPA society in the United States.

In 2017 TXCPA launched TXCPA 2020, its three-year, strategic plan to take the organization into a bright future. In 2018 TXCPA partnered with an outside consultant to conduct a thorough brand audit and articulate TXCPA's brand positioning and value proposition. Based on in-depth interviews, focus groups, and an email survey of members, TXCPA adopted a new acronym, logo, and visual identity to create a stronger, dynamic organization that will energize and grow membership across the state.

Our brand guidelines outline the key components of TXCPA's visual identity including a consistent naming convention, logo system, colors, fonts and other design elements that visually identify all chapters as part of the TXCPA brand family. Use the information on the following pages for guidance and inspiration as you develop communications for TXCPA to be used statewide and/or for any chapter.

ABOUT BRANDING

The TXCPA brand is so much more than our name and logo. It exists at the intersection of everything we do and say in person, at events, to our members, sponsors and across all media. It's how we talk about ourselves, how other people talk about us, and it's the emotional connection we make with our stakeholders.

Our brand is the sum total of the experiences we deliver over time, and it represents the essence of who we are and what we stand for as an organization. Our logo is simply a creative expression of these fundamental ideas.

HOW TO USE THE TXCPA ACRONYM IN WRITTEN MATERIALS

The official acronym has changed from TSCPA to TXCPA. This subtle but important change highlights our Texas pride and differentiates our organization from the Texas State Board of Public Accountancy (TSBPA) and other state CPA societies.

When using the name of our organization in written materials, on first reference always use Texas Society of CPAs. First reference should always immediately be followed by the acronym TXCPA in parenthesis. After first reference, always use the acronym TXCPA.

When writing a chapter name, on first reference always use Texas Society of CPAs [CHAPTER] as in these examples: Texas Society of CPAs Houston, Texas Society of CPAs South Plains. First reference should always immediately be followed by the acronym and chapter name in parenthesis as in these examples: (TXCPA Houston, TXCPA South Plains). After first reference, always use the acronym TXCPA followed by chapter name as in the examples above.

One important exception to these usage rules is when writing headlines. In a headline or subhead, it is acceptable to use the acronym and not the full name. "First reference" always refers to body copy. It is acceptable to spell out Certified Public Accountants, but not required.

BRAND PLATFORM

MISSION

The Texas Society of CPAs exists to support its members in their professional endeavors and to promote the value and high standards of Texas CPAs.

VISION

Empower members to lead and succeed.

OUR PURPOSE

To connect, protect and advance CPAs in Texas.

BRAND PROMISE

TXCPA promotes and protects the profession at the statewide level and connects and promotes the individual at the chapter level.

POSITIONING

The largest, most influential association of accounting and finance professionals in Texas, dedicated to supporting one another, and promoting and protecting the value of the CPA designation.

TAGLINE

Connecting. Protecting. Advancing.

BRAND PERSONALITY

TRUSTWORTHY

We are honest, dependable and principled. The accounting and finance profession requires the highest standards of ethics and integrity. Similarly, our members trust the counsel and support we offer is credible, accurate and reliable.

LEADER

As the largest, most influential association of accounting and finance professionals in Texas, we are vocal and visible advocates that take seriously our role shaping the image of CPAs in Texas to benefit our members.

KNOWLEDGEABLE

We are well-informed and up-to-date about the qualifications, regulations and practice of accounting. Our members turn to us as a trusted resource for CPE and professional development; they are highly educated professionals, served by a professional staff.

COLLABORATIVE

We represent a strong network of professionals across the state, and our power comes from collaboration. We are supportive and embrace working together with our members, chapters, educators, vendors and allies.

FRIENDLY

We exist to serve people that are passionate about their profession and care about the success of their peers. We deliver friendly member service and make them feel welcome in their professional society.

KEY MESSAGES

BRAND PURPOSE

Our brand purpose is the reason we do what we do, and it complements our mission. How we talk about TXCPA is important because our story should bring our brand purpose to life in a way that inspires our audiences and strengthens our organization.

OUR PURPOSE

To connect, protect and advance CPAs in Texas.

BRAND STORY

WE ARE TXCPA.

We protect the ethics, integrity and high standards of our profession. We provide resources, education and professional development to maintain excellence in our work. We defend and promote the value of CPAs.

Together, we are a strong voice before policymakers and regulators. We are a powerful business network across the state. In cities big and small we form a local community of supportive friends and colleagues. And at colleges and universities we are a beacon for the profession. Our members are highly trained strategic advisors, civic leaders and respected in their communities. They represent the best of our field, and we represent them as the elite business professionals they are. We are TXCPA. The largest, most influential association of accounting and finance professionals in Texas.

KEY MESSAGES

TXCPA CREATES CONNECTIONS

With a statewide presence and strong local chapters, TXCPA members connect with CPAs and finance professionals in their communities and across the state. Members turn to one another for professional advice, insight and information, and opportunities to network and advance their careers. Chapter events range from professional development and rewarding community service to social events that create lasting connections. Active engagement in our chapters can lead to leadership opportunities in our field, and it opens doors to peer-to-peer and mentor-mentee relationships that are valuable at every stage of one's career. Statewide, our Society connects us all as the largest, most influential association of accounting and finance professionals in Texas.

TXCPA PROTECTS THE VALUE OF THE CPA LICENSE

We derive great power from being the state's largest association of CPAs and finance professionals. It means we have resources like no other to stand watch over the requirements and value of the CPA license. It gives us the strongest voice for the profession at the legislature, the Texas State Board of Public Accountancy, and among educators preparing the next generation of CPAs. It positions us as the leading advocate for CPAs in Texas.

TXCPA ADVANCES OUR MEMBERS AND OUR PROFESSION

Members count on our Society for a wide array of professional resources and to stay up-to-date on critical professional issues. We advance the accounting profession in Texas from influencing policy and regulation, to shaping the perception of CPAs across the state.

VISUAL IDENTITY

We have created a distinct look for TXCPA. The main design elements include our logo, color palette and typography. Combined, these elements are the visual expression of our brand. The following are descriptions for each and guidelines for how to use them consistently.

OUR LOGO

The TXCPA logo is at the heart of our visual identity. Through consistent use, we will create a distinctive visual identity that is easily recognized by our current and future members, sponsors, advocates, and the general public. This custom-designed logo sets our brand apart from other CPA organizations in Texas and across the country.

Our logo consists of our acronym set in a bold, clean custom typeface making it more contemporary, powerful and approachable. The 'A' in the logo is customized with a star to emphasize our pride in the profession and our presence in the Lone Star State.

PRIMARY LOGO

The TXCPA logo serves as the primary visual branding element used in all communications and should be used in nearly every application where brand awareness already exists (see exceptions under LOGO WITH FULL NAME and CHAPTER LOGOS). It should appear in a prominent position on all statewide publications and digital materials representing TXCPA. The primary logo should also be used for statewide sponsorships and events.

LOGO WITH FULL NAME

The main purpose of this version of the logo is to communicate what TXCPA is to external audiences that may not be as familiar with the brand, and when no other copy, images or other contextual cues will define the acronym. As such, its main use should be in materials such as sponsorships, press releases or other external outreach materials.

CHAPTER LOGOS

Each chapter has a custom logo that features its name. When used at the chapter-level, e.g. local CPE events, local community events or chapter sponsorships, etc., the chapter logo should be used instead of the primary logo. Chapter logos should appear in a prominent position on all chapter-level publications and websites.



PRIMARY LOGO



Texas Society of Certified Public Accountants

FULL NAME LOGO



CHAPTER LOGO

HOW TO APPLY THE LOGO

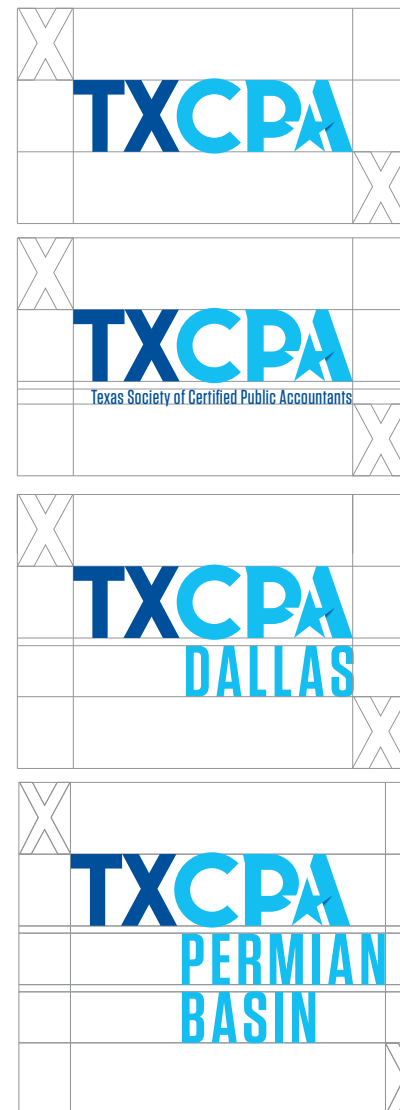
Our logo is, and should always be, the most consistent component in our visual communications, both internally and to the general public. In order to maintain this consistency, a few simple guidelines should be followed.

The logo is a specific mark that, like a person's signature, should never be forged. Totally distinct from type or fonts, the logo is a custom-designed image object that must be imported into a layout. There is no font that can be substituted for the logo. No other letterforms may substitute for the logo, and the logo itself should never be altered in any way.

CLEAR SPACE

Clear space is a design term for the area of white space around a logo, and it's used so that the logo does not clash with other elements in the layout. **Please remember that this is the minimum space allowed** and that it is advised to give the logo as much clear space as possible.

To measure clear space around the logo, always use the "X" letterform in the logo as indicated in the diagram to the right (note that the outlined "X" at the top-left and bottom-right corners is the same size as the "X" in TXCPA). The size of the "X" indicates how much clear space to use around the logo, and clear space is always proportional to the size of the logo.



HOW TO APPLY THE LOGO

MINIMUM SIZES

For legibility issues it is important that each logo asset does not get scaled down past a certain size. They each have a breaking point where they will become illegible when reduced too small. The smallest sizes are listed next to each logo on this page. At the same time, do not scale up the logos too large on the page. There are few, if any, instances where the logo should be the largest image on a page. A limited number of exceptions may include uses such as cover pages and title slides. When in doubt, please contact the Director of Marketing and Communications for guidance.



PRIMARY LOGO
PRINT .375 IN. HIGH
DIGITAL 27 PX. HIGH



FULL NAME LOGO
PRINT .5 IN. HIGH
DIGITAL 36 PX. HIGH



CHAPTER LOGO
PRINT .625 IN. HIGH
DIGITAL 45 PX. HIGH



CHAPTER LOGO
PRINT .875 IN. HIGH
DIGITAL 63 PX. HIGH

ONE-COLOR LOGOS

For use in special instances (e.g. applications such as: one-color printing, or a lockup of sponsors' logos), each of the logos is available in a one-color and one-color reverse version.

The "TX" in the one-color logos has a difference in thickness to differentiate and emphasize the "CPA" letterforms. This version of the logo **must be** used when one-color is called for.








IMPROPER USAGE

Consistent application of the logo across digital and print media is critical to building a strong visual identity for the brand.

Keep in mind the logo is carefully rendered artwork and that any alteration of the logo, apart from proportional scaling, is considered incorrect usage.

LOGO PLACEMENT

Generally speaking, designers have wide latitude when it comes to determining where a logo should appear on any given piece whether print or digital.

However, there are certain logo placements that should always be avoided, including:

- Do not use the logo in a headline or subhead
- Do not use the logo in a sentence
- Do not wrap body copy around all four sides of the logo

You may use the logo in these instances:

- As part of the return address on a pre-printed, branded envelope
- On event tickets
- In headers and footers of documents and presentations
- On thank you cards and other note cards
- On promotional items
- Members may use the logo when representing themselves as a member of TXCPA, but they may not use it as part of a company logo or emblem

When in doubt, please contact the Director of Marketing and Communications for guidance.

ROTATE

Do not rotate the logo.



SQUISH OR STRETCH

Do not stretch, condense, skew, bend or change the dimensions of the logo.



RECOLOR

Do not use unapproved colors or color variations of the logo, and/or chapter logo.



WRONG TYPOGRAPHY

Do not recreate the logo using different typefaces.



INCORRECT TAGLINE

Do not create logos with taglines.



CHAPTER LOGOS

The TXCPA chapter-specific logos are comprised of the TXCPA primary logo and type. These elements should always appear together (as shown here) in all materials including the website, advertising and collateral.

CHAPTER IDENTIFIERS

All chapter identifiers follow a similar construction that is easy to “future proof” in the event more chapters are added to the organization. The TXCPA logo anchors the identifier with chapter name left aligned under “CPA.” It is then locked up with the main logo’s primary type: Tungsten (Black), in all uppercase.

See pages 7–8 for chapter logo usage with **clear space** and **minimum size**. Contact the Director of Marketing and Communications for all logo files.

TXCPA
EL PASO

TXCPA
WICHITA FALLS

TXCPA
**RIO GRANDE
VALLEY**

CHAPTER LOGO COLORS

The TXCPA visual identity includes five colors, and the chapter logos utilize the brand colors in their logos. All chapter logos will use the primary navy blue to form the "TX" in the logo. Each chapter will select from the remaining four brand colors to create the "CPA" and chapter name.

PRIMARY CHAPTER LOGOS

Each chapter is responsible for determining which of the remaining four brand colors (other than navy blue for TX) that represent the chapter in its logo. Chapters may choose from light blue, orange, green and burgundy. The primary chapter logo should be used in all first-use instances, like websites, business cards, recruitment collateral, promotional items and presentations. The primary chapter logo is a valuable brand asset that should be used regularly and consistently across materials. As with any brand's logo, consistent and repeated use will, over time, help audiences recognize the chapter's identity even with just a quick glance. Additionally, proper logo usage communicates the professionalism and visual identity of our organization.

In limited instances a chapter may use a pillar-specific color for temporary purposes, as outlined on page 12.

CHAPTER LOGO COLOR EXAMPLES



The logo for TXCPA El Paso features the letters "TX" in navy blue, "CPA" in light blue, and "EL PASO" in light blue below it. A light blue star is positioned between the "P" and "A" in "CPA".



The logo for TXCPA Wichita Falls features the letters "TX" in navy blue, "CPA" in orange, and "WICHITA FALLS" in orange below it. An orange star is positioned between the "P" and "A" in "CPA".



The logo for TXCPA Rio Grande Valley features the letters "TX" in navy blue, "CPA" in green, and "RIO GRANDE VALLEY" in green below it. A green star is positioned between the "P" and "A" in "CPA".



The logo for TXCPA Houston features the letters "TX" in navy blue, "CPA" in burgundy, and "HOUSTON" in burgundy below it. A burgundy star is positioned between the "P" and "A" in "CPA".

OPTIONAL CHAPTER LOGO COLORS

Chapters may use a pillar-specific version of their logo, if they choose, when representing the chapter at signature events or through materials that align with TXCPA's Pillars of Success. Chapters are not required to use the pillar-specific color and may always maintain their primary logo across all instances. The pillar-specific logo colors are intended to only be used for temporary and limited-use purposes. The pillar-specific versions of the chapter logos are only available in orange, green and burgundy. Light blue is not intended to be used in temporary formats.

SIGNATURE EVENT COLOR USES

A chapter may use a pillar-specific brand color version of its logo for signature events and outreach as outlined below.

COMMUNITY AND CONNECTION



PROFESSIONAL EXCELLENCE



ADVOCACY



SOCIAL MEDIA AVATARS

SOCIAL MEDIA

TXCPA has a presence on the Facebook, Twitter, Instagram and LinkedIn social media channels. Each of these digital communities has its own avatar sizes. The avatar sizes for the respective properties are below. These assets are available through the Director of Marketing and Communications.



FACEBOOK	340 X 340 PX
TWITTER	500 X 500 PX
INSTAGRAM	110 X 110 PX
LINKEDIN	400 X 400 PX

Note that the social media avatar does not include the chapter name. This is because the avatar never appears on social media without the full name, "TXCPA + Chapter name" (see image on the right). Certain social media channels also scale their users' icons down so low that legibility issues occur, so only this version of the TXCPA logo may be used by chapters for social media purposes.



VISUAL IDENTITY ESSENTIALS

Essential elements to build TXCPA's visual identity.

COLOR FORMULAS

Using color in a consistent way fosters trust and recognition in our brand.

PRINT

Consistent color can be achieved by using the Pantone Matching System (PMS), a proprietary color system used in offset printing. Offset printing is recommended for all large print projects such as annual reports, brochures and other marketing materials where the application of color is critical. When the use of PMS color is not an option, use the formulated full color process values cyan, magenta, yellow and key (black), also referred to as CMYK.

ON-SCREEN (DIGITAL)

While consistent color is harder to achieve across multiple screens and devices, the 6-digit color code commonly known as "HEX" is a web standard for producing digital colors. The hex codes as well as the RGB formulas are shown on the right.

BLACK AND WHITE

In one-color printing (or "1C Printing") a single black ink (100% K) and its percentages are used on a white or light-colored paper stock. Therefore, black and white are the most basic "colors" used in layouts. In digital applications, black has the HEX code of #000000 and white has the HEX code of #FFFFFF.

PRIMARY COLOR

<p>NAVY BLUE</p> <p>PMS 7686 RGB 29 · 79 · 145 HEX #1D4F91 CMYK 100 · 73 · 0 · 10</p>	<p>LIGHT BLUE</p> <p>PMS 298 RGB 65 · 182 · 230 HEX #41B6E6 CMYK 67 · 2 · 0 · 0</p>
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This particular navy blue primary color connects this logo with the tradition of the prior logo, but also provides a vibrant contrast against the light blue. Primary colors are to be used in the logo and as enhancements to typography and graphic elements.

The light blue complements the rich navy blue, while maintaining a brightness that makes it contemporary and dynamic.

SECONDARY COLORS

<p>COMMUNITY & CONNECTION</p> <p>PMS 569 RGB 0 · 129 · 109 HEX #00816D CMYK 90 · 9 · 60 · 15</p>	<p>PROFESSIONAL EXCELLENCE</p> <p>PMS 1505 RGB 255 · 105 · 0 HEX #FF6900 CMYK 0 · 56 · 90 · 0</p>	<p>ADVOCACY</p> <p>PMS 221 RGB 145 · 0 · 72 HEX #910048 CMYK 9 · 100 · 26 · 38</p>
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Secondary colors to be used as an enhancement to type and design elements and for emphasis in communicating our three Pillars of Success.

TYPOGRAPHY

Typography is the visual expression of the voice of the association.

Whenever setting type, it is important to establish a clear text hierarchy in the layout. This helps the reader navigate the information and ensures accurate communication. A number of suggestions have been provided to assist you when setting type.

DISPLAY

Saira Extra Condensed is part of a sans-serif family that features nine weights best for setting display-level text such as headlines (H1, H2, H3, H4), subheadlines, and pull-quotes.

Always use Saira Extra Condensed for communicating the core messages of the organization. Display type can be anything above 12pt. for print and 20 pixels for digital, or any type that requires extra emphasis such as numbers in an infographic.

[Saira Extra Condensed](#) is available from Google Fonts. (Licensed via the SIL Open Font License (OFL))

TEXT LEVEL

Zilla Slab is a contemporary slab serif; it is constructed with smooth curves and true italics making it highly legible at smaller sizes for paragraph and long-form typesetting. It has an unexpectedly sophisticated look and a friendly approachability in all weights.

For text-level type, the minimum should be between 8–9pt. size with 9.5–12pt. leading for body copy. The current standard for digital typesetting for paragraphs calls for a font size between 13–16 pixels with 18–22 pixels of line spacing. (“Leading” and “line spacing” are synonymous terms.)

Small body copy or “legalese” can be typeset between 4–6pt. in size with 4–6pt. leading.

[Zilla Slab](#) is available from Google Fonts. (Licensed via the SIL Open Font License (OFL))

This is a framework to begin applying our typefaces, but the guidelines should not restrict possible variations and expressive use of the typography.

HEADLINE SET IN
SAIRA EXTRA CONDENSED LIGHT

TXCPA AT THE CAPITOL

SUBHEAD SET IN
SAIRA EXTRA CONDENSED BOLD

SB753 PASSES THE TEXAS SENATE

INTRO COPY SET IN
ZILLA SLAB LIGHT

The Texas Society of CPAs (TXCPA) legislation clarifying that governmental entities in Texas would be required to issue financial reports that are in accordance with GAAP as established by the Governmental Accounting Standards Board passed the Texas Senate yesterday with a 31-0 vote.

BODY COPY SET IN
ZILLA SLAB MEDIUM

In 2007, the Texas Legislature passed legislation permitting state and local governments to opt out of complying with GAAP as it relates to post-employment benefits.

FOR EMPHASIZING BODY COPY
ZILLA SLAB BOLD

TXCPA asserts that it is not in the public interest to allow accounting methods other than GAAP. Obligations for future benefits should be reported so the public understands the size and cost of the obligation.

SMALL BODY COPY SET IN
SAIRA EXTRA CONDENSED REGULAR

The companion bill, HB1930, is set on the Texas House Calendar, hopefully receiving a positive vote next week.

USING COLOR IN DOCUMENTS

When producing memos, correspondence, CPE materials, brochures with a lot of copy, or other types of text-focused documents, rarely, if ever, use brand colors in body copy text. Use black as one would in any document that needs to convey a level of professionalism. This rule applies to print and digital documents. Exceptions:

- You may use brand colors sparingly in headlines and subheads that may be part of the text document, but be consistent when doing so and avoid using multiple colors across different headlines within the same document.
- Hyperlinks in digital documents may appear in system-default colors such as blue, as is typical for how hyperlinks often appear.

PHOTOGRAPHY

Photography is an essential element for communicating TXCPA's brand. It should be vibrant and active. It is recommended that stock images should follow these simple standards for promotional materials to ensure alignment with the brand voice.

Group photos should not contain any elements that do not align with the TXCPA brand or CPA profession. Subjects in the photos should be business-like, professional and diverse. They should appear as leaders, knowledgeable, collaborative and friendly. Focus on faces, connection and engagement. Highlight action and interaction.

Use photos that advance the TXCPA brand. Stock photos, if done right, can assist in this storytelling. Avoid photos that look "posed" or the stereotypical "stock image look." Aim for authenticity and natural compositions. Avoid choosing images that are poorly lit, or have any stylized-filters applied. Pay attention to the resolution of the image, and make sure it is high resolution. Low resolution photos often do not scale up to usable sizes for reproduction and can appear very jagged or pixelated. Images should not look trendy, old-fashioned, boring or outdated.

IMPORTANT: BE MINDFUL OF COPYRIGHTS

Do not use photography that requires payment to the photo's owner for usage rights, unless you have paid for the rights to use the image.



✓ DIVERSE
PROFESSIONAL
SPONTANEOUS



✗ POSED
OVER-LIT
UNREALISTIC



✓ NATURAL
ENGAGED
PROFESSIONAL



✗ COLD
FORCED
EXPECTED



✓ WARM
AUTHENTIC
COLLABORATIVE



✗ CLICHE
SHOWY
EXAGGERATED

GRAPHIC ELEMENTS

USING CLIP ART

The best practice is to avoid using clip art at all, although there may be occasions where it is necessary to convey information. In rare instances that you must use clip art, follow these guidelines:

- Do not use clip art that is comical, cartoonish or whimsical in style
- Do not use low-resolution clip art that appears jagged or pixelated
- Do not use clip art that requires payment to the artwork's owner for usage rights, unless you have paid for the rights to use the image
- Do not use clip art that requires a credit line to the owner of the artwork unless you include the credit line in the final piece
- Do not use clip art as the primary image in the design of any piece

USING ICONS

It is acceptable to use icons to convey a message or idea, to emphasize a point, or to call out directions or instructions of some kind. Icons should be used thoughtfully and the style of icon should be mono-lined or stroked icons. Brand colors may be applied to the line work of the icons but do not fill in shapes.

EXAMPLES OF ACCEPTABLE ICON STYLE



TXCPA LANGUAGE STYLE GUIDE

ABBREVIATIONS

1. When referring to our association, spell out the name on the first reference as Texas Society of CPAs, followed by (TXCPA), so it reads Texas Society of CPAs (TXCPA). After first reference, use TXCPA or the Society.
2. When referring to committees or task forces, spell out the name in its entirety the first time it is mentioned. Thereafter, when referring to the same group, use "the committee" or "the task force." If referring to several groups, spell out each name each time it is used.
3. Use the Associated Press Stylebook abbreviation when abbreviating state names in addresses when they are part of an address or do not stand alone. These are often not the simple two-letter abbreviations used by the post office, so look them up in the AP Stylebook. Contact the Marketing and Communications department to review the AP Stylebook.
4. Spell out the names of the 50 United States when standing alone.
5. The word state is usually lowercase.
 - For Example:** New York state, the state of Texas, state of mind. Capitalize the word state as part of a proper name.
 - For Example:** the U.S. Department of State
6. Some abbreviations are always acceptable: Mr., Mrs., Ms., Jr., Sr. (When using Jr. or Sr., there is no comma between the last name and the designation.), Co., Inc., Ltd., a.m., p.m., Ph.D., R.S.V.P., B.A., M.S.
7. Days of the week, names of months without a specific date and geographical names should not be abbreviated.
8. Small-letter abbreviations are made up of single initials and require a period after each initial but NO spaces.
 - For Example:** a.m., p.m., e.g., i.e.
9. Don't refer to Texas when referring to places in the state.
 - Correct:** The conference will be held in Austin.
 - Incorrect:** The conference will be held in Austin, Texas.

ACRONYMS

Use acronyms after spelling out the name of the entity on the first reference, then only the acronym on second reference.

For Example: Membership in the Texas Society of CPAs (TXCPA) provides ... TXCPA fundraiser ...

Put the acronym in parentheses after the first mention.

For Example: The Financial Accounting Standards Board (FASB) issued new guidance. Call FASB for more information.

If the acronym is too confusing to the reader, spell it out each time.

Acronym plurals should not contain an apostrophe. Follow the plural form with a lower-case "s."

For Example: CPAs, not CPA's

Avoid the use of the possessive when using acronyms. In many cases, you can drop the apostrophe "s" without changing the meaning. In others, try to rewrite the sentence.

AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS (AICPA):

In Society publications only, use American Institute of CPAs (AICPA) for the first reference and AICPA in subsequent references.

CAPITALIZATION

In a headline, capitalize the words with four or more letters. Words of less than four letters are generally lowercase, unless they are the first word in the headline, or are the name of a business or title.

CHAIRMAN/CHAIR

Use chairman/chairmen for TXCPA's leadership positions.

CHAIRMAN-ELECT/CHAIR-ELECT

Always hyphenate and lowercase the second word.

For Example: Chairman-elect Bill Smith, TXCPA Austin, spoke at the meeting.

When there is more than one chair-elect, use chairs-elect, not chair-elects.

TXCPA LANGUAGE STYLE GUIDE

CHAPTER

When referring to multiple chapters, or the singular form of chapter not referencing a specific chapter, chapter should not be capitalized.

For Example: TXCPA has chapters across the state. Members benefit when they get actively involved in their local chapter.

When referencing a specific chapter, capitalize Chapter.

Do not add the word chapter when using the proper name of a specific chapter. Do not refer to a chapter by the city or region name and adding the word chapter.

Correct: TXCPA Abilene is hosting a special event.

Incorrect: The Panhandle Chapter (or the Panhandle chapter) is hosting a special event.

COMMITTEE

Capitalize with a proper name, but lowercase if it stands alone or is plural.

CPA

One CPA, two CPAs, the CPA's individual license, the CPAs' (several of them) new building. Do not put periods in CPA and do not use an apostrophe unless it is possessive.

CPE

CPE stands for Continuing Professional Education. The acronym is always capitalized.

DATES

Dates should be in month-day-year sequence. Separate day and year with a comma.

Spell out the month but show figures for the year and day. For upcoming TXCPA events, include the day of the week with the date set off by commas for the reader's convenience. These should be in time, date, place sequence. Do not include the year if it is this year.

For Example: You are cordially invited to participate in the seminar on technology at 8 p.m. Thursday, April 4.

Avoid using ordinal numbers (3rd, 4th) in expressions of full dates.

Correct: We are looking forward to a lively session on Thursday, April 4.

Incorrect: We are looking forward to a lively session on April 4th.

When referring to an entire decade as an era, follow the year with a lower-case "s." No apostrophe is needed.

For Example: The following assumptions and references were used to determine the cost of items in the 1950s.

When abbreviating a decade, use an apostrophe at the beginning.

For Example: The following assumptions and references were used to determine cost of items in the '50s.

DAYS AND DATES

Do not abbreviate days of the week or months of the year when used with a year only. When a phrase lists only a month and a year, do not separate with commas. The months January, February, August, September, October, November and December are abbreviated when used with a specific date. When a specific date is given, separate the date from the year and the year from the following word with a comma. Always use Arabic numerals without "st," "nd," "rd," or "th" after the number.

For Example: January 1992 was a cold month. Feb. 14, 1996, was the target date.

EXECUTIVE BOARD

The TXCPA Executive Board and Board of Directors should be capitalized and spelled fully in all references. .

LEGISLATION

Spell out the name of the legislation on first reference with the acronym in parenthesis after and use the acronym on second reference.

First: Tax Reform Act of 1986 (TRA 1986). **Second:** TRA 1986

LEGISLATIVE TITLES

Use two letter postal abbreviations for states. Be sure to identify the hometown for state legislators.

For Example: John Doe (R-TX) or Sen. Joseph Smith (D-TX)
Robert Green (D-Elkhart) or State Sen. Robert Green (D-Elkhart)

TXCPA LANGUAGE STYLE GUIDE

NAMES AND TITLES

1. In the first reference, use the person's full name and title, if appropriate. In the second reference and throughout, use the last name only (no Mr. or Mrs.) or only the first name, if informal.

For Example:

First use – TXCPA Chairman Joe Jones stated ...

Second use – Jones stated ...

2. If the title is listed before the person's name, use upper case. If after, use lower case. Unless they are part of a title, the words federal and state are lower case.

For Example: Marketing Director Jane Smith

Jim Johnson, membership specialist

3. Capitalize references to TXCPA organizations.

For Example: Task Forces, Board of Directors, CPE Advisory Board

SOCIETY

When referencing TXCPA as the Society, always capitalize Society.

TAGLINE

TXCPA uses 'Connecting. Protecting. Advancing.' as its tagline. The tagline should never be treated as a visual element combined with the logo (see improper logo usage). The tagline can be used in internal and external materials and should be treated as type according to the typography guidelines. Each word in the tagline must be set in uppercase or all caps followed by a period, and the order of the words may never be altered.

For Example: Connecting. Protecting. Advancing.

CONNECTING. PROTECTING. ADVANCING.

TASK FORCE

Two words. Do not capitalize unless at the beginning of a sentence or part of a formal title: the TXCPA Drug and Alcohol Task Force.

TEXAS SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

Internal Audiences: For members, chapters, leaders, industry groups and staff, the initials TXCPA can be used.

External Audiences: Use Texas Society of CPAs as the first reference in external publications, correspondence and other communications when there will be no further references to the organization. External audiences are defined as anyone who is not a member of the Society; trade, business and consumer media; and the general public. Use Texas Society of CPAs (TXCPA) as first reference in external publications when the organization will be mentioned again. TXCPA or the Society may be used for second reference, but they should not be interchanged.

TEXAS STATE BOARD OF PUBLIC ACCOUNTANCY

Texas State Board of Public Accountancy (TSBPA) is used on first reference. TSBPA or State Board may be used for second reference, but they should not be interchanged.

THE

TXCPA, AICPA, FASB, GASB, and other organization acronyms do not have "the" if they stand alone. When referring to a specific event (the TXCPA Annual Meeting), "the" may be used.

TXCPA-PAC

This is the TXCPA CPA-Political Action Committee name. Note that a hyphen joins the acronyms, not a slash.

UNIFORM CPA EXAMINATION

Uniform CPA Examination or Uniform CPA Exam is correct for first reference. The CPA Exam or the Exam may be used for second reference, but they should not be interchanged. Note the use of capitalization in all references.

CONTACT

FOR QUESTIONS ON HOW TO USE THE TXCPA GUIDELINES AND ASSETS, PLEASE CONTACT:

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